



RESEARCH
PROGRAM ON
Roots, Tubers
and Bananas



IFAD
Investing in rural people

Expanding Utilization of RTB and Reducing Their Postharvest Losses RTB-ENDURE

**Report of workshop
Communications and Monitoring & Evaluation**

31st March, 2015

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1. Introduction and background

The *‘Expanding utilization of RTB and reducing their postharvest losses’* (RTB-ENDURE) Communications and M&E Workshop was planned to provide an opportunity to bring together the project leaders and the sub-project Principal Investigators and Output Leaders to discuss issues related to project’s communications and M&E and to plan accordingly. The one-day workshop was held at Rivonia Suites, Kampala, on 31st March 2015.

The general objectives of the M&E sessions were to jointly refine the draft M&E plan and agree on the reporting protocols especially in consideration of the revised project’s logframe.

The general objectives of the communications sessions were to reflect on and plan for communications in relation to the RTB ENDURE project. In the context of the RTB ENDURE project, strategic communications can play a key role. Strategic communications can:

- Persuade decision makers to adopt new policies for research and build constituency and support.
- Develop partnerships among governments, NARS, local communities, NGOs, and media to encourage people to work together for adoption of processes and change.
- Accelerate and improve people’s behavior, e.g., farmers’ adoption of technologies and behaviors that lead to sustainable agriculture.
- Generate excitement in an entire community that leads to community-wide behavior change.
- Empower local communities and create opportunities for them to engage with project stakeholders.

The broad objectives of this communications strategy are to:

- Promote the RTB ENDURE project
- Promote and highlight each sub-project
- Promote key activities carried out by the RTB research project
- Organise and promote the project via events, meetings, workshops, stakeholder meetings.
- Improve internal communications and flow of information
- Inform and maintain donors’ interest and support of the project.
- Inform the wider community about the donors support and involvement in the project.

2. Workshop outline:

The workshop provided an opportunity for Godfrey Mulongo – M&E Specialist, CIP SSA and Sara Quinn - Communications Specialist, CIP SSA to present on their respective topics and to spend two hours with each of four sub-projects teams to create detailed work plans moving forward. An additional hour was allocated in order to finalize the quantification of outputs for each sub-project. Finally, a wrap up session was held after group sessions in order to discuss the M&E and reporting responsibilities/protocols. This took half an hour.

The workshop was a great opportunity to engage with the sub-projects' staff on the issue of communications and to incorporate each of the sub-project work plans into the broader RTB ENDURE Communications and Visibility strategy which is currently being finalized.

It was also a good opportunity to engage with the sub-projects' staff to ensure the team is responsible for implementing the communications plan and that the project team has complete ownership of the communications plan moving forward (with support provided to the sub-projects from CIP and RTB Communications teams as required).

The workshop agenda is attached in Annex 1. The full list of participants can be found in Annex 2.

3. Workshop sessions

3.1. Communications

Sara Quinn, Regional Communications Specialist, CIP and author of the draft RTB ENDURE Communications strategy gave a 30 minute presentation to introduce the workshop attendees to the communications strategy.

The key points covered in the presentation were:

- Communications concepts and strategies
- An introduction to the RTB ENDURE Communications Strategy
- Communications at RTB and CIP (provided a brief outline of how communications work at CIP and RTB)
- Existing communications tools and resources available to the RTB ENDURE team
- Possible communications tools and resources for consideration by the RTB ENDURE team
- Communications costs and resources required
- Communications planning for each of the RTB ENDURE sub-projects

Finally, Esther Nakkazi, free-lance journalist, gave a brief presentation of her experience in communicating science and technology.

The presentations can be found at the link:

<https://www.dropbox.com/sh/zqkd5tr1c5czgue/AADp2rDjaYutDmvapzG8GJV4a?dl=0>

3.2. M&E: progress up to date

Godfrey Mulongo gave a brief presentation on progress made since December 2014 towards development of the project M&E Plan. He further reiterated that he was confident that all the four sub-projects would be able to deliver on the expected outputs by the end of the one day meeting.

3.3. Gender indicators

Sarah Mayanja made a brief presentation on the gender indicators. She stressed that while there is a separate section for gender indicators as presented in the revised project logframe, many of the sub-project indicators have gender embedded in them, and therefore all the partners have a responsibility towards gender mainstreaming.

3.4. M&E: reporting protocols and principles

In the afternoon, the M&E Specialist made a plenary presentation on M&E responsibilities and reporting processes. The PowerPoint can be found at:

<https://www.dropbox.com/sh/zqkd5tr1c5czgue/AADp2rDjaYutDmvapzG8GJV4a?dl=0>

Below are the key points of the presentation:

Monitoring responsibilities

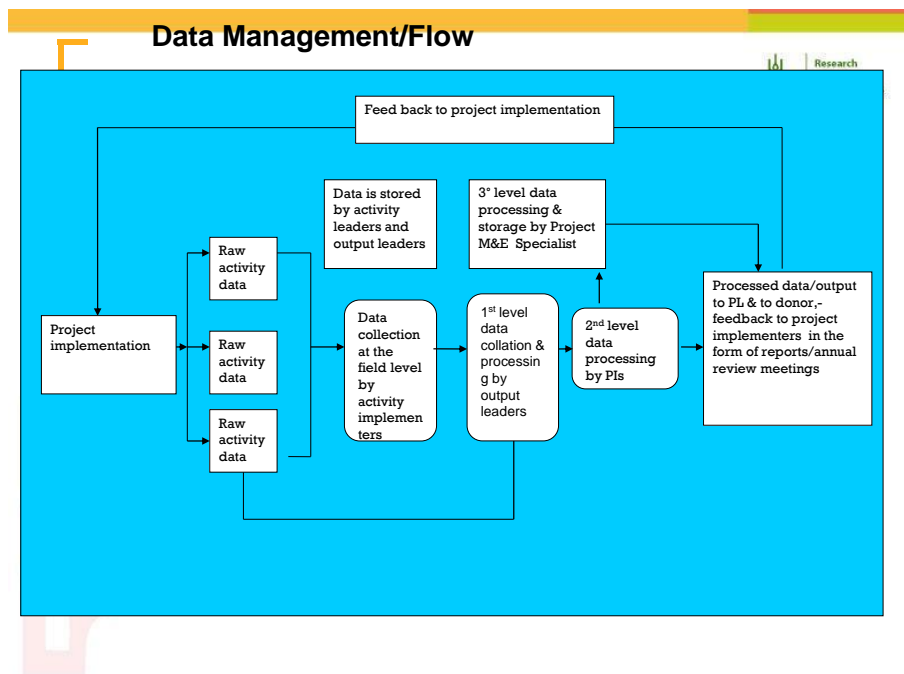
Monitoring denotes the continuous process of recording, analysis, reporting, and storing of data on key project processes and indicators. This primarily provides information on project performance, on whether an activity is proceeding according to plan; this information will be actively utilized by the teams especially the project management, to make decisions.

Monitoring will be done at three levels:

- Day to day activity/process monitoring – This will be done to determine whether the activities as outlined in sub-projects' - and project's - work plans are implemented as designed (specification, quantity and quality) and in time. Activity monitoring will involve simple methods such as recording participants and observing and recording processes. Activity/process monitoring will seek to answer questions such as how many pilot farmers attended a training, how many seedlings were distributed, what level are the draft guidelines, how many technologies for each crop group were inventoried etc. It is therefore the responsibility of the implementing partner/staff to keep process data and the responsibility of the Output Leaders to verify the implementation through spot checks.
- Output Monitoring – Reporting on the progress at the output level will be done on a bi-annual basis to determine whether or not planned interventions and activities implemented are generating the anticipated outputs. For each output, the specified deliverables will act as the means of verification. The Output Leaders will supervise the execution of outputs to enforce and verify quality. The PIs, and less frequently the M&E Specialist and the Project Management Team, will backstop the verification efforts of the Output Leaders through spot checks.
- Outcome monitoring – on some outcome indicators, periodic validations have been planned to occur at specific time along the project's life. This will be reported 6 monthly and annually (where possible) and will provide important information as far as progress on outcomes are concerned. The methods proposed to achieve this are outlined in the PMM. The PIs will lead on outcome monitoring. The M&E Specialist and the Project Management Team, will backstop the verification efforts of the PIs through spot checks.

Reporting processes

The M&E Specialist then facilitated a plenary discussion on the fundamentals of good reporting. The members took about 10 minutes contributing to this topic. Thereafter, the M&E Specialist made a plenary presentation (and discussion) on the data project flow and the principals that will guide reporting. Below is a figure that summarizes the data flow mechanisms.



Frequency of reporting

The M&E Specialist also revisited the reporting frequency by pointing participants to the following schedule as agreed upon during the Meeting-cum-training workshop held between 1st and 3rd December 2014.

Implementation period	Implementing partners submit reports to the Output Leader	Output Leaders submit reports to the PI	PIs submit consolidated reports to the M&E Specialist	M&E Specialist submits a consolidated report to the Project Management	1 st review by Project Management Team	M&E Specialist addresses comments	Final review by Project Management Team	Project Management Team the consolidated report
Until Apr 30th 2015								
	May 5th 2015							
		May 8th 2015						
May 1st-Oct 31st 2015			May 12th 2015					
	Nov 5th 2015			May 16th 2015				
		Nov 8th 2015			May 20th 2015			
Nov 1st 2015-Apr 30th 2016			Nov 12th 2015			May 25th 2015		
	May 5th 2016			Nov 16th 2015			May 28th 2015	
		May 8th 2016			Nov 20th 2015			Jun 1st 2015
May 1st-Oct 31st 2016			May 12th 2016			Nov 25th 2015		
	Nov 5th 2016			May 5th 2016			Nov 28th 2015	
		Nov 8th 2016			May 8th 2016			Dec 1st 2015
			Nov 12th 2016			May 12th 2016		
				Nov 5th 2016			May 28th 2016	
					Nov 8th 2016			Jun 1st 2016
						Nov 12th 2016		
							Nov 28th 2016	
								Dec 1st 2016

Below are the important guidelines on reporting sub-project progress that were presented. The reports should:

1. Have a clear summary on progress of outputs and deliverables (the deliverable table 1 in the reporting template)
2. Explain how activities are resulting into intended outputs i.e. clearly provide a link between project processes and outputs (as outline in the sub-projects' implementation plan)
3. Contain sufficient detail on outputs generated (narrative section)
4. Clearly disaggregate any data is reported (especially by gender, if possible by location)
5. Where possible, outline progress on indicators (list of sub-project specific indicators outcome indicators and project's outputs annexed to the reporting template)
6. Annex list of participants (by gender) in case of workshops, distribution, beneficiaries of an intervention etc.
7. Explain any course deviations and elucidate on course correction mechanisms
8. Annex photos whenever possible
9. Annex case stories whenever possible

A revised template for reporting is going to be shared with Output Leaders and PIs.

4. Group work outputs

4.1. Communications Group Work:

Each of the RTB ENDURE sub-project teams spent 2 hours discussing communications in relation to their sub-project. Each team discussed the following questions and produced an outline of key messages, audiences, tools and a calendar of events as an output from the group work. The key discussion points are outlined below.

○ *RTB ENDURE – Sub-project MESSAGES:*

Discuss and develop key RTB ENDURE – sub-project messages that can be used across RTB ENDURE communications (materials, website, social media, meetings, presentations and so on). These messages should be central to RTB ENDURE and the specific sub-project and should clearly and concisely deliver a key message.

Discussion Output:

- Develop 5 key messages
- Develop 10 associated hashtags for social media

○ *RTB ENDURE – Sub-project AUDIENCES:*

The identification of audiences is an important part of any communications strategy and is a

critical step not to be overlooked. Most people presume that the audiences are clear and the tools being developed are appropriate. In reality, people have different sets of audiences that respond differently to each tool. Each audience should be linked to the specific tools developed to make sure everyone is covered.

Discussion Output:

- Identify 5 key audiences important for your RTB ENDURE sub-project
- Identify 2 issues that you think these audiences are most interested in hearing about and how.

○ *RTB ENDURE – Sub-project COMMUNICATION TOOLS:*

There are huge numbers of communications tools available for our use – social media, website, conferences, field days, etc. As a starting point it is important to choose a few key tools and learn how to use them effectively to deliver our key messages.

Discussion Output:

- Decide on 3 communications tools that you think the sub-project should focus on initially.
- Why did you chose these 3 and how do you think your sub-project can best utilize them?

○ *RTB ENDURE – Sub-project CALENDAR OF PROPOSED AND PLANNED EVENTS (2015-2016):*

Reflect on what kind of events and activities the team would like to host in relation to the individual subproject including field days, workshops, stakeholder meetings, PR events, cooking demonstrations, etc. The teams were asked to include as much detail as possible including date, size, location, responsibility for planning, links with other organizations.

Outline a draft calendar of events for your sub project for 2015 -2016. Include proposed and planned activities.

Other discussion points for the sub-projects revolved around the following issues:

- *Current Resources:*

Reflect on existing communications resources each sub-project could use. For example, any existing publications, brochures, training materials, platforms such as social media platforms for partner organizations which are relevant to the sub-project and could add value.

- *Communications Products required (or desired)*

Reflect on what communications products and items are required for sub-project. This could include items such as banners, posters, brochures, event material, material for the field, photography, video, training material, publications.

- *Project & Site Visits*

Reflect on what project or site visits each team would like to host and the associated communications outputs/requirements for those visits (site visits at particular times for photography, interviews, capturing success stories).

- *Story Ideas and Media Coverage*

Reflect on and brainstorm story ideas and media coverage for each sub-project. Include ideas for stories, project activities or events that you should be highlighted or pitched to local media, publications.

4.2. M&E Group Work

○ *Refining sub-projects Performance Monitoring Matrices (PMM)*

In order to refine the PMMs, the sub-projects were provided with the draft PMMs and given the guideline below.

Group Discussion Guideline

1. Indicators

a) Participants were requested to review each indicator to agree/appreciate the definition

2. Project's targets

a) Participants were to review the "SMARTness" of each target

b) Participants were to agree on "ambitiousness" of each target

3. Baseline Values

a) Each sub-project was to review each indicator and discuss the need for baseline data. In case of the necessity of baseline data, they were then to discuss if scoping studies had generated adequate data to meet the requirement or there was need to collect fresh baseline data.

b) In case the group agreed upon fresh baseline data, they were then to agree on the methodology, tools, timelines and responsibility

4. Frequency of data collection

a) Finally, the sub-projects discussed the responsibility and frequency of data collection and reporting on (the progress) each indicator and the technical assistance they will require (if any)

For better guidance, the Project Leader (PL) facilitated one team while the M&E Specialist took up the other one. The same procedure was followed up in the afternoon for the other two teams.

The revised sub-project PMMs were handed over to the M&E Specialist for consolidation (into a project-wide PMM). The consolidated Project PMM is embedded in the M&E Plan.

○ *Refining of sub-projects reporting templates*

It had been noted that some of the outputs (and their respective deliverables) to be generated by the sub-projects were not adequately quantified and timeframe for their delivery was unclear (deliverables). This had made the completion of the reporting templates difficult. Therefore each sub-project was to review the output tables in the draft reporting templates to:

- a) Populate the 'due date' columns (for both outputs and deliverables)
- b) 'Quantify' the deliverables

These were discussed by each sub-project and the revised templates were handed over to the M&E Specialist for review and consolidation. The revised templates are embedded in the M&E Plan.

5. Workshop deliverables

5.1. Communications

- 1 page workshop report (on the communications aspect);
- Communications presentation (delivered by Sara Quinn at the workshop);
- Draft ToR for Esther Nakazzi – Freelance Journalist;
- A draft communications work plan for each of the 4 x sub projects;
- Calendar of events (planned or proposed) for RTB ENDURE and each of the sub projects;
- Updated RTB Endure Communications Strategy (overall project).

5.2. M&E

- Refined sub-projects Performance Monitoring Matrices (PMM)
- Refined sub-projects reporting templates
- M&E, reporting protocols/principals agreed upon

6. Annex 1 – Workshop agenda

8:45am	Arrival of participants
9:00 – 9:15	Workshop Introduction (<i>Diego Naziri</i>)
9:15 – 9:30	Ice breaker (<i>Sarah Mayanja</i>)
9:30 – 10:00	RTB Endure Communications Strategy Overview (<i>Sara Quinn</i>)
10:00 – 10:15	Media coverage & engagement (<i>Esther Nakkazi, Freelance Journalist</i>)
10:15 – 10:45	Monitoring & Evaluation Strategy Overview (<i>Godfrey Mulongo</i>)
10:45 – 10:55	Overview of the gender indicators (<i>Sarah Mayanja</i>)
10:55 – 11:00	<i>Working Tea</i>
11:00 – 1:00	Group Sessions: <i>Monitoring & Evaluation Strategy & Planning: Cassava Roots & Cooking Banana</i> <i>Communications Strategy & Planning: Pig Feed & Potato Markets</i>
1:00 – 2:00	<i>Lunch</i>
2:00 – 4:00	Group Sessions: <i>Monitoring & Evaluation Strategy & Planning: Pig Feed & Potato Markets</i> <i>Communications Strategy & Planning: Fresh Cassava Roots & Cooking Banana</i>
4:00	Summary & Next steps (<i>Sara Quinn & Godfrey Mulongo</i>)
4:15	Closing remarks (<i>Diego Naziri</i>)
4:30	Close workshop

7. Annex 2 – List of participants

Name (Institution)	Role in RTB-ENDURE
1. Diego Naziri (RTB)	RTB-ENDURE Project Leader
2. Sarah Mayanja (CIP)	RTB-ENDURE Deputy Project Leader
3. Sara Quinn (CIP)	CIP Regional Communication Specialist
4. Esther Nakazzi	Free-lance journalist
5. Godfrey Mulongo (CIP)	CIP M&E Specialist
6. Julius Okello (CIP)	CIP M&E Specialist
7. Martha Ameru (CIP)	RTB-ENDURE Admin Assistance
8. Enoch Kikulwe (Bioversity)	P.I. Banana sub-project
9. Michael Batte (IITA)	Output Leader Banana sub-project
10. Susan Ajambo (Bioversity)	Output Leader Banana sub-project
11. Adebayo Abass (IITA)	P.I. Cassava sub-project
12. Gloria Okello (AFRII)	Output Leader Cassava sub-project
13. Alex Businge (IIRR)	Rep. Output Leader Cassava sub-project
14. Harriet Muyinza (NARO)	Output Leader Cassava sub-project
15. Kelly Wanda (IITA)	Cassava sub-project
16. Sam Namanda (CIP)	Rep. P.I. Potato sub-project
17. David Okot (Self Help)	Output Leader Potato sub-project
18. Arthur Wasukira (NARO)	Output Leader Potato sub-project
19. Gerald Kyalo, CIP (PI)	P.I. Sweetpotato sub-project
20. Grace Babirye (VEDCO)	Output Leader Sweetpotato sub-project
21. Apollo Tumwijukye (CHAIN Uganda)	Output Leader Sweetpotato sub-project
22. Emily Ouma (ILRI)	Output Leader Sweetpotato sub-project
23. Gideon Nadiope (ISU-Uganda Program)	Sweetpotato sub-project
24. Peter Lule (ILRI)	Sweetpotato sub-project